

DALE'S FALL OPENING

RED TAG DAY PRICES HIT

RED TAG DAYS SPECIAL

LADIES' SUMMER DRESSES

Junior Sizes 7-15
Misses' Sizes 10-20
Women's Sizes 12½-24½

- The wise shopper knows you can stretch your dollar twice as far at DALE'S—and get top quality.
- Shirt Waist
 - Flare Styles
 - 2-Piece Ensembles
 - Cool Cottons
 - ¾ Sleeve
 - Sleeveless
 - Name Brands You'll Recognize

ALL THE NEW FABRICS IN COTTONS-LINENS-RAYONS

Buy one dress with a yellow ticket and get the second dress in the same price range.

1.00 AT ONLY DALE'S



NEW FALL LADIES

Dresses

FLATTERY IN FRESH AS AUTUMN STYLES!

By JUDY PALMER AND Other Leading BRANDS

You'll love the way you look in our new-for-fall dresses. Loads of colors, shapes, fabrics. Sale priced! 100 STYLES TO CHOOSE FROM

\$5.87 Val. to 10.98

Sizes 8 to 20—16½ to 24½

LUCKY SCOOP!

LADIES

CAPRI SETS

Crash Cotton
Katchino Cloth

\$3.00 Worth \$5.98

While They last



FORGET THE PRICE--T

18 Pop Hits 1.3

HONKY TONK FAMILY HYMNS POP TUNES

18 EVER-POPULAR Before Dinner to have fun with. Worth 1.39. 18 EVER-POPULAR Before Dinner to have fun with. Worth 1.39. 18 EVER-POPULAR Before Dinner to have fun with. Worth 1.39.

1 RECORD FREE

\$1 HOLDS YOUR

LADIES FALL BLOUSES

Reg. 1.98 Values
Roll-up Sleeves
New Fall Shades

88c

Tailored and Dressy Styles
Sizes 32-38



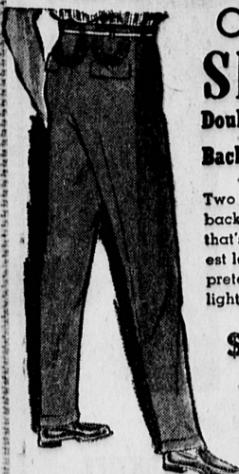
MENS POLISHED COTTON SLACKS

Double Feature...
Back Flap Pockets

Two flapped pockets in back and plain front... that's the newest, smartest look in slacks. Interpreted here in breeze-light fabrics.

\$2.77 Val. 5.98

Cuffed Asst. Colors



MENS GENUINE LEVIS

FIRST QUALITY

Never Sold at This Low Low Price

SIZES 27 TO 42
\$3.25 EACH



GIRLS CAN CANS and FULL SLIPS

100% Nylon and Polished Cotton
Lacy Trims
Full Sweeps
Tiers of Ruffles

\$1.77 Values to 2.98



GIRLS DRESSES FOR BACK-TO-SCHOOL

Classime Favorites

- Plaids
- Sanforized
- Deep Hems
- New Dan River

\$1.77 Sizes 2-6X Val. to \$2.98
\$2.77 Sizes 7-14 Val. to \$4.98



LADIES NYLON TINTED HOSE

First Quality 60 Gauge 15 Denier



Glamour Colors

Special Purchase

MENS SPORT SHIRTS

Wash 'n Wear Short and Long Plaids Checks Novelty Fabrics

99c Val. to 1.98



BOYS AND GIRLS PAJAMAS

- Broadcloth and
 - Drip Dry
 - Seersucker
 - Prints and
 - Flannels
- YOU WILL KNOW THESE BRANDS

1.00 VAL. TO 2.98



GIRLS' 100% ORLON SWEATERS

Worth 2.98
Fine knit, asst. styles.
Perfect for back-to-school
—Sizes 3-6x, 7-14

GIRLS SIKRTS

- With Bags to Match
- Full Sweeps
- Solids with Floral print
- Flannel
- Sizes 3-6x

1.97 Values to 3.98 Also 7-14



LADIES & GIRLS CAR COATS

FULLY LINED WITH HOODS
DOUBLE BREASTED WITH WOODEN BUTTONS

POPLINS ASST. COLORS
6.44 WORTH \$10.98
LADIES SIZES 8-18
SIZES 3-14



MEN'S UNDERWEAR

- Athletic Shirts
- Men's Briefs
- Broadcloth Shorts

3 For \$1



WORK Clothes made for long hard wear

MEN'S KHAKI & GREY WORK SHIRTS

HEAVY QUALITY, 2 POCKETS
MADE BY LEADING MANUFACTURERS
SIZES 14-17
1.77 Val. to 2.98



MEN'S KHAKI & GREY WORK PANTS

HEAVY DUTY REINFORCED
8½-OZ.—SIZES 29-42
3.98 VALUE
Use Our Layaway
2.77 UP

VISIT OUR INFANTS DEPARTMENT

BIRDSEYE DIAPERS

HEAVY QUALITY SIZE 27x27 ONE DOZEN IN PKG. WORTH 2.50
1.44 Pkg.

GURITY DIAPERS

HEAVY DUTY 27x27 DOZ. PACKED FIRST QUALITY—Per doz.
2.97

INFANTS' BLANKETS

36x50 HEAVY QUALITY Individually Boxed. Asst. Colors.—Reg. 2.49
1.17

BOOTIE SETS

NOVELTY KNITS Asst. Colors. Gift Boxed. Reg. 2.49
1.00

PRE-SEASON SC

GIRLS COATS

100% WOOL Lined and Inter-lined

Asst. Styles and Fabrics
6.99 Worth \$15
SIZES 7-14 Val. \$20

